R. J. REYNOLDS TOBACCO COMPANY FAX COVER SHEET

DATE: Jun-20-95

SEND TO:

NAME	COMPANY
ROU'S AS LISTED BELOW	R.J. REYNOLDS TOBACCO
LOCATION	
TPI FX/TELECOPY NUMBER	

FROM:

NAME	COMPANY		
E.W. WORLEY	RJR Tobacco Co.		
LOCATION			
1130 Lake Cook Road, Suite 210	Buffalo Grove	IL	60089
DEPARTMENT NAME	DEPARTMENT NUMBER		
North Chicago Chain	6240		
TELEPHONE NUMBER	FAX NUMBER	NUMBER OF PAGES	
(708) 459-0868	(708) 459-5992	9	

MESSAGE

TO: 1210, 1310, 1510, 2210, 2310, 2410, 2510, 5310, 6210, 6310, 6710, 6810 and 6910

Due to short time frame and urgent priority, I am faxing you a letter referencing our new 1995 contract with Amoco ACA, CID #0003-XX-XX (this includes all Amoco ACA stores in your region).

This letter needs to go to all personnel with Amoco responsibility. Also, please send a copy to your Region Manager.

I would appreciate your help in sending this out immediately! Sorry for the short turn-around time.

Thanks,

Wayne Worley

51853 3017

RJRT FORM 468 - WMS 3/3/94

Source: https://www.industrydocuments.ucsf.edu/docs/pgln0000

RJ Reynolds

Tobacco Company

28 Rous
RJR Base
Contract

E.W. Worley
Chain Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
708/459-1750
Fax: 708/459-5992

June 20, 1995

URGENT PRIORITY!! ***PLEASE ENSURE ALL REPS, RSO PERSONNEL, SAM'S, DM'S, CAM'S, AND REGION MANAGERS ARE COPIED ON THIS LETTER!***

TO:	ROU'S	#1210	#1310	#1510	#2210
		#2310	#2410	#2510	#5310
		#6210	#6310	#6710	#6910
		#6910			

SUBJECT: Amoco ACA - CID #0003-XX-XX (XX-XX Encompasses all Amoco ACA Stores in your Region)
"1995 Base Program"

Ladies & Gentlemen.

As information, we have signed a 1995 Merchandising Contract with Amoco Oil Company for all ACA Stores. Listed below are details:

Pack Base SS, Plan BB - Payment is $120.00/Month
Co-Marketing CMFPK, Plan BB

There are three (3) components to this plan; (1) Full Price Display; (2) Doral Display and (3) Signage.

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Source: https://www.industrydocuments.ucsf.edu/docs/pqln0000

Full Price Display

A two-tray, 80-pack display with 16 facings of Full Price brands (with a non-illuminated sign) on the selling counter in a SS position. ***Please ensure all illuminated signs are removed and replaced with non-illuminated signs***

Doral Display

A two-tray, 60-pack display with 12 facings and a non-illuminated header card in a NSS, highly visible location. If PM's low price display is SS, then our Doral display must be SS also. Our display position must be equitable to PM's position.
In those stores where we have a 24-27 facing Doral display, **please reduce the size to 12 facings per our new contract with Amoco.**

Signage

We have agreed to remove all neon or lighted signs from Amoco ACA stores. We are in the process of developing a special sign and, when that sign is completed, we will ship one (1) sign to each location for you to install in a highly visible location. At that time, or before if possible, please remove the neon sign.

(AS INFORMATION, ALL NEON SIGNS MUST BE REMOVED NO LATER THAN AUGUST 31, 1995).

Pack Base NSS, Plan BB - Payment of $81.00/Month
Co-Marketing CMFPKRJR, Plan BB

For those stores located in a high risk or security area along with Kiosk locations, you are authorized to place our NSS Base Program. This plan will feature exactly the same components as the Pack Base SS, Plan BB, with the exception that all displays are NSS in a highly visible location behind the counter/glass. In Kiosk locations, you may have to use suction cup displays.

For those stores which already participate in our Base program (SS or NSS), the contract effective date will be 4/1/95. For those stores which do not have a Base contract currently in place, the new contract will be effective 7/1/95.

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Source: https://www.industrydocuments.ucsf.edu/docs/pqln0000

All displays should be placed no later than July 15, 1995 in stores which do not have a program. We will change all stores which currently have a SS or NSS Base contract from the old plan to the new plan. No 7101's are necessary for these locations.

In all stores which presently do not have a program, please voice mail E.W. Worley at #40723 and provide the following information:

1) SIS #
2) ACA Store #
3) Program Accepted (Y or N)
4) If accepted, which plan?
5) If store refused program, give brief explanation as to why they did; i.e., high risk area, Mgr. refused, etc.

If you have any questions concerning the above, please don't hesitate to voice mail me immediately.

Sincerely,

Wayne

E. W Worley
EWW/pjn
cc: AVP's

NOTE: Attached is a copy of Amoco's letter to their managers with details of the cigarette program in Amoco stores.

95BASE.DOC

51853 3020

Source: https://www.industrydocuments.ucsf.edu/docs/pqln0000

RJR Hanging / Wall Sign

15" x 36" x 3/4"

51853 3021

Source: https://www.industrydocuments.ucsf.edu/docs/pqln0000